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Message Text

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70
ACTION EUR-25

INFO OCT-01 ISO-00 CU-04 PA-04 PRS-01 CIAE-00 INR-10

NSAE-00 RSC-01 DRC-01 /047 W
---------- 068104
R 281516Z FEB 74
FM AMEMBASSY WARSAW
TO USIA WASHDC
INFO SECSTATE WASHDC 7902

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E.O. 11652: N/A
TAGS: SCUL
SUBJECT: ZAKRZEWSKI WASHINGTON CORRESPONDENT TV SPOTS

REF: STATE 8509, STATE 006460-C

1. CONSULTATION WITH THE NEWS CHIEFS OF POLISH TV'S DAILY NEWS PROGRAM REVEALS SEVERAL PROBLEMS WITH FIVE OF THE SIX SHOWS RECORDED. THE "ALASKA PIPELINE" PROGRAM HAS BEEN TURNED OVER TO THE PUBLIC AFFAIRS DIVISION EDITOR SINCE IT DEALS PRIMARILY WITH THE ENERGY CRISIS AND IS NOT BEING CONSIDERED BY THE NEWS PROGRAM. HIS DISPOSITION IS NOT YET DETERMINED. THE PRIMARY ARGUMENTS ADVANCED AGAINST THE FIVE OTHER PROGRAMS WHICH WILL NOT BE USED ARE FIRST THAT ZAKRZEWSKI DOES NOT COME ACROSS AS A TV COMMENTATOR BECAUSE HE IS TOO STIFF AND SPEAKS IN AN OUTDATED RADIO STYLE. AS A RESULT, HIS MANNER DOES NOT SUIT THE DAILY NEWS SHOW FORMAT AND STYLE. SECONDLY, THE SPOTS ARE TOO LONG. THIRDLY, POLISH TV FELT THAT WHILE HIS COMMENTARY WAS UNCONTROVERSIAL, IT ALSO WAS VAGUE AND COMMUNICATED NOTHING WHEN LISTENED TO CAREFULLY.

2. THE THREE PROGRAMS MADE BY ZAKRZEWSKI'S WIFE, THE WELL-KNOWN ACTRESS EVA KRASNODEBSKA, WERE DISMISSED OUT OF HAND BECUASE IT WAS FELT HIGHLY INAPPROPRIATE THAT A POLISH CORRES-PONDENT SHOULD BE PUSHING HIS ACTRESS WIFE FORWARD IN SUCH
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A MANNER. ADDITIONALLY, THEY CONSIDER HER A STRONG

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PERSONALITY, NOT SUITABLE FOR NEWS OR FEATURE COMMENTARY
BECAUSE HER PRESENCE ON CAMERA IN THIS TYPE OF FORMAT IS TOO
DOMINATING.

3. COMMENT: EMBASSY ASSISTANCE IN CORRECTING THESE
PROGRAMS TO MAKE THEM SUITABLE WAS POLITELY SPURNED WITH THE
COMMENT THAT POLISH TV HAS WRITTEN DIRECTLY TO ZAKRZEWSKI
ABOUT THE PROBLEMS AND PREFERS TO DEAL WITH THE MATTER WITHOUT
OUR INTERVENTION. POLISH TV SAID ZAKRZEWSKI SHOWED VERY
POOR JUDGMENT IN USING HIS WIFE AND IN THE WAY HE APPROACHED
THIS QUOTE VERY USEFUL UNQUOTE USIA INITIATIVE, THUS HARMING
THE INTERESTS OF BOTH SIDES. WE SUGGEST THAT ZAKRZEWSKI BE
CONSULTED FOR FURTHER FALLOUT ON THE MATTER BEFORE ANY ADDITIONAL
PROPOSALS ARE ADVANCED ABOUT THE PROGRAMS.
DAVIES

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Message Attributes

Automatic Decaptioning: X
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Concepts: PERSONNEL, TELEVISION BROADCASTING
Control Number: n/a
Copy: SINGLE
Draft Date: 28 FEB 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: morefirh
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974WARSAW01140
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Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: n/a
From: WARSAW
Handling Restrictions: n/a
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ISecure: 1
Legacy Key: link1974/newtext/t1974021/aaaaaand.tel
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Office: ACTION EUR
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Original Handling Restrictions: n/a
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Previous Handling Restrictions: n/a
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Review Exemptions: n/a
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